

Personal Development – Thursday 4 December 2008

## Write or Wrong

Getting written English right isn't being picky or pedantic  
— it's simply being professional.



### Why is the English language so powerful?

In his very unique style, English language specialist Matthew Male will be illustrating how the language which we use has a dramatic effect on the way in which we are perceived...and a lot more.

Matt has developed his passion into his business, as one of the leading authorities on the English language and owner of 'Future Perfect'. His role and company's sole purpose is the pursuit of improving written communications.

Matt will be discussing how (at best) poor grammar, ambiguous copy and spelling mistakes cost businesses money, resulting in expensive reprints and even lost customers. At worst, such mistakes can prejudice people against you or your organisation, destroying careers and damaging the brand in which you have so carefully invested.

There are four mistakes in this flyer for you to find! The person who spots all four will win a prize on the night.

**From 6pm at the Best Western Royal Beach Hotel, Southsea**

For full details and to book this exciting event visit our website  
[www.jciportsmouth.org.uk](http://www.jciportsmouth.org.uk)